

What Travel Marketers can learn from Hollywood

Kat Reese
Sparkloft Media
@kat_PDX

Let me tell you a story...



Hello! We are Sparkloft



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STRATEGY



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MONITORING &
MANAGEMENT



INFLUENCER
MARKETING &
SOCIAL PR



SOCIAL
COMMERCE



MEETINGS &
CONFERENCES

21

Team members

20

Languages spoken

350+

Passport stamps collected

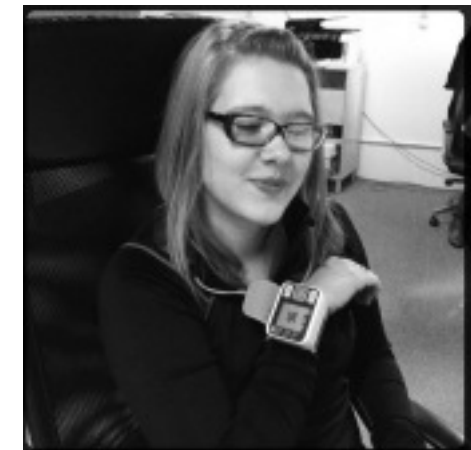
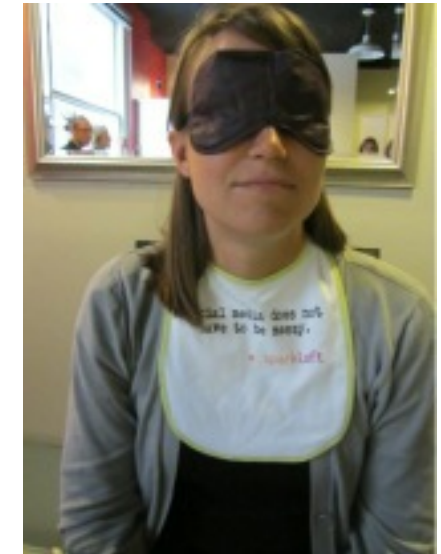
30,000+

Man-hours per year spent
on social media

Our clients

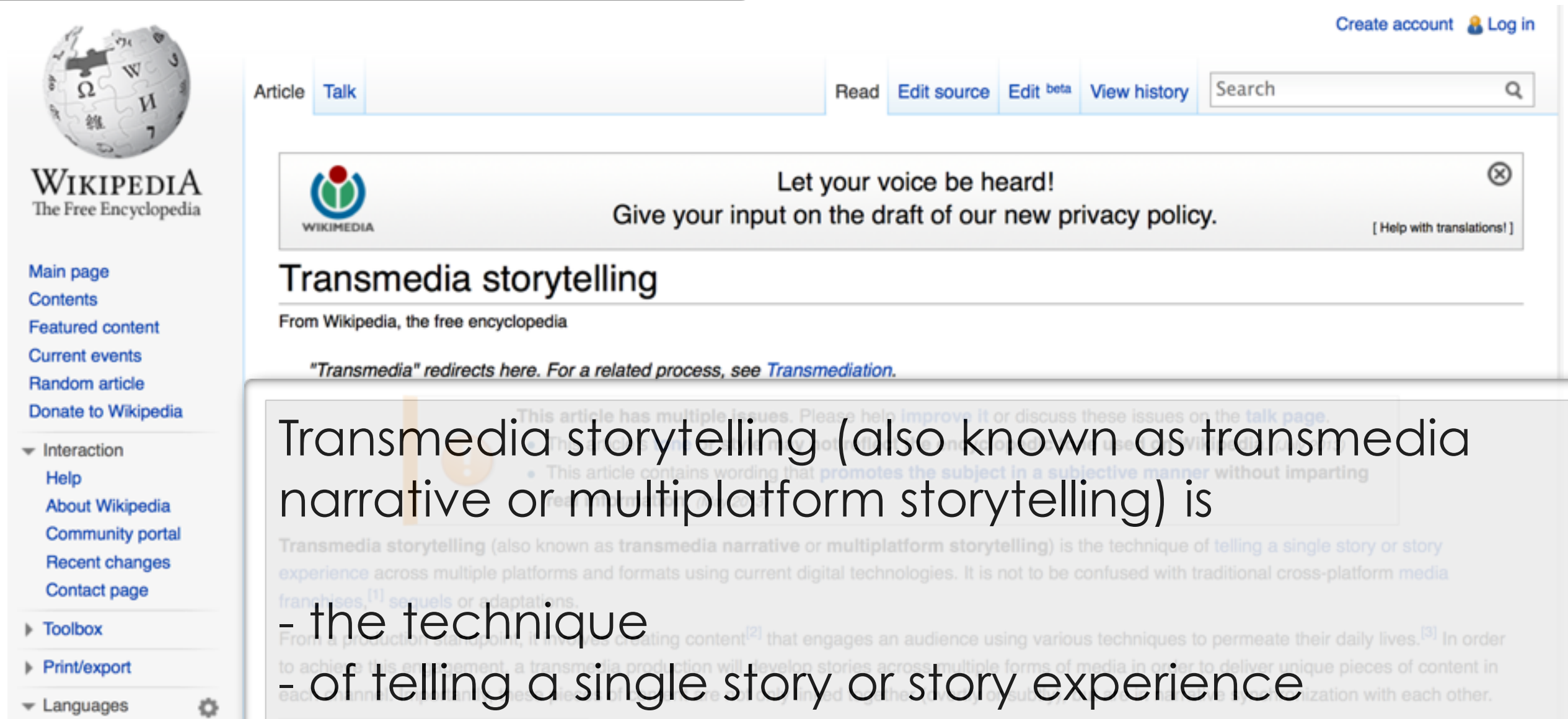


What we do



The other agency ...





The screenshot shows the Wikipedia article for 'Transmedia storytelling'. At the top, there's a navigation bar with 'Article' and 'Talk' tabs, and a search bar. Below this is a banner for the Wikimedia privacy policy draft. The article title 'Transmedia storytelling' is prominently displayed, followed by the subtitle 'From Wikipedia, the free encyclopedia'. A notice indicates that 'Transmedia' redirects here and points to 'Transmediation' for a related process. The main text of the article is partially visible, starting with 'Transmedia storytelling (also known as transmedia narrative or multiplatform storytelling) is the technique of telling a single story or story experience across multiple platforms and formats using current digital technologies. It is not to be confused with traditional cross-platform media franchises, [1] sequels or adaptations. From a production standpoint, it involves creating content [2] that engages an audience using various techniques to permeate their daily lives. [3] In order to achieve this engagement, a transmedia production will develop stories across multiple forms of media in order to deliver unique pieces of content in each medium, which are then linked together by the story or subject, and are often synchronized with each other.'

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The Free Encyclopedia

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Give your input on the draft of our new privacy policy. [Help with translations!]

Transmedia storytelling

From Wikipedia, the free encyclopedia

"Transmedia" redirects here. For a related process, see Transmediation.

This article has multiple issues. Please help improve it or discuss these issues on the talk page.
• This article contains wording that promotes the subject in a subjective manner without imparting

Transmedia storytelling (also known as transmedia narrative or multiplatform storytelling) is the technique of telling a single story or story experience across multiple platforms and formats using current digital technologies. It is not to be confused with traditional cross-platform media franchises, [1] sequels or adaptations. From a production standpoint, it involves creating content [2] that engages an audience using various techniques to permeate their daily lives. [3] In order to achieve this engagement, a transmedia production will develop stories across multiple forms of media in order to deliver unique pieces of content in each medium, which are then linked together by the story or subject, and are often synchronized with each other.

- the technique
- of telling a single story or story experience
- across multiple platforms and formats
- using current digital technologies.

It is not to be confused with traditional cross-platform media franchises, sequels or adaptations.

Star Wars



Star Wars - there is more!

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FORUMS**



Three Little Pigs

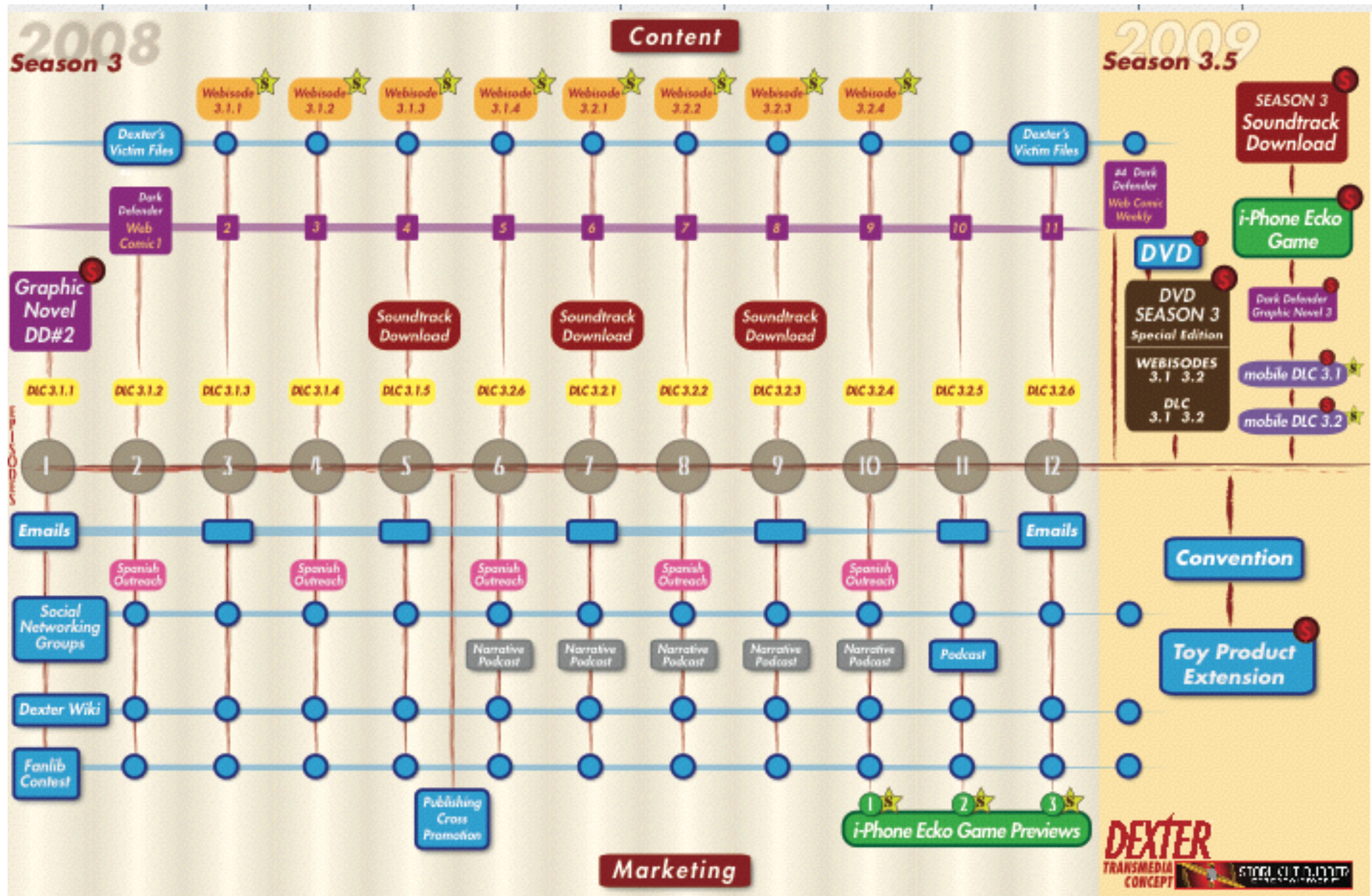


Three Little Pigs - Transmedia



Source: <http://athinklab.com/transmedia-storytelling/case-study-example-the-three-little-pigs/>

Dexter - Transmedia



WHY DOES IT MATTER?

Too much of the same!

What is different?



I am NOT everybody



Same story - different movie

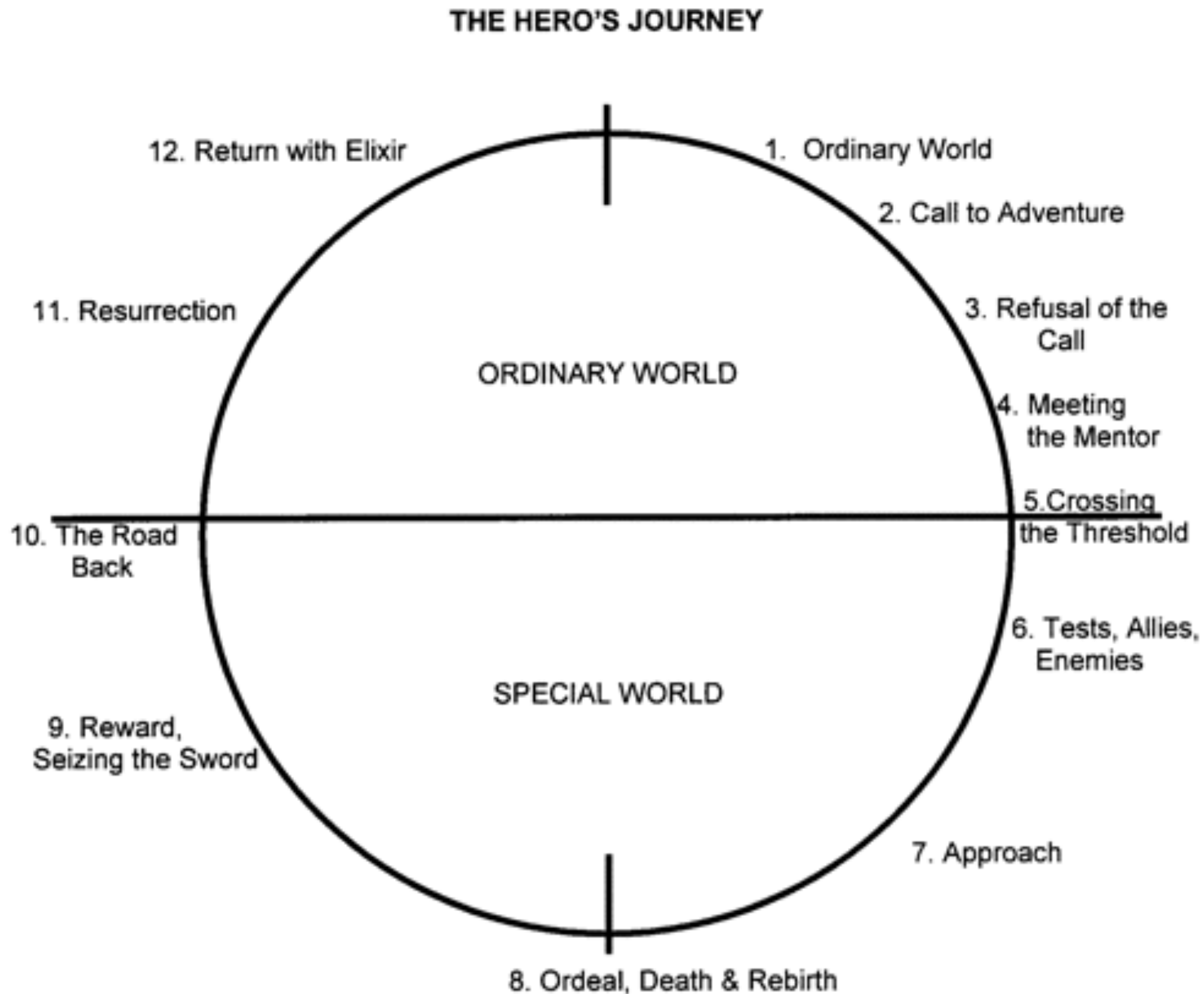


I can not hear you

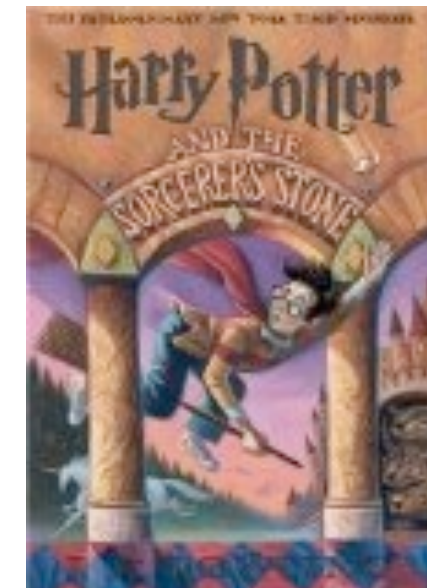
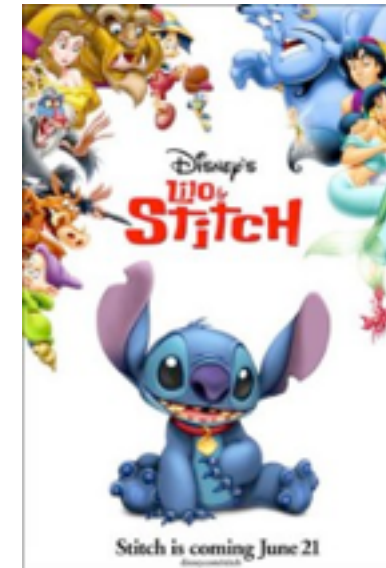
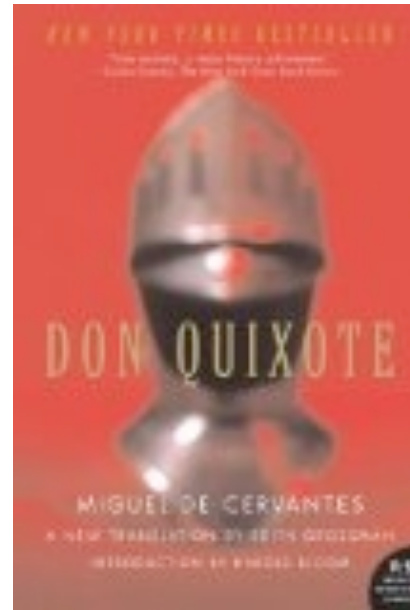


WHAT IS A GOOD STORY?

The Hero's Journey



The Hero's Journey



Components of Stories



Protagonist



Drive / Motive



Worthy
Antagonist



Action / Struggle



Suspense



Goal

The modern hero



Six Word Stories



51 Six Word Stories @sixwordstories

28 Jul 12

ADHD. Searched for cure. Got bored. —Aleem

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51 Six Word Stories @sixwordstories

11 Sep 12

Our bedroom. Two voices. I knock. —Jennifer Leiker

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51 Six Word Stories @sixwordstories

31 Jan

She loved cigarettes... more than life... —Maxwell

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[← Reply](#) [↺ Retweet](#) [★ Favorite](#) [⋮ More](#)



51 Six Word Stories @sixwordstories

20 Dec

Goodbye. Hurt. Numb. Hello. Joy. Repeat. —Macfearsome

[Expand](#)



51 Six Word Stories @sixwordstories

10 Jan

Nothing to declare. Much to remember. —Vain24

[Expand](#)

[← Reply](#) [↺ Retweet](#) [★ Favorite](#) [⋮ More](#)

TRANSMEDIA!

Three Little Pigs - Transmedia



Source: <http://athinklab.com/transmedia-storytelling/case-study-example-the-three-little-pigs/>

Seven Principles of Transmedia Storytelling

1. Spreadability vs. drillability
2. Continuity vs. multiplicity
3. Immersion vs. extractability
4. World building
5. Seriality
6. Subjectivity
7. Performance



Henry Jenkins
@henryjenkins

Spreadability = Virality



Drillability = Mystery

**LOSTPEDIA**
THE LOST ENCYCLOPEDIA

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Hugh McIntyre/Theories

[Edit](#)[Talk](#)0

[Main Article](#)[Main Discussion](#)

[< Hugh McIntyre](#)[Hugh McIntyre](#)

7,309 PAGES ON THIS WIKI

- McIntyre may be impersonating Peter Thompson, or maybe has found evidence that someone else is impersonating Peter Thompson?
 - Further evidence of the forging of Peter Thompson's signature is on one of the contracts in Hugh McIntyre's inbox, where his signature is erroneously followed by the title "General Council," instead of "General Counsel," as it is listed elsewhere.
- May be [The Mouth Piece](#) mentioned in the Jeep ads in his [user directory](#).
- McIntyre may have been murdered by the other members of the [Hanso Foundation](#), which would explain the appearance of the fake McIntyre on Jimmy Kimmel Live.
- McIntyre wanted to help Rachel on her quest to stop Hanso. This was suggested in a video message from GidgetGirl.
- Elizabeth McIntyre (from [J.J. Abrams'](#) Cloverfield) is related to Hugh McIntyre. Possibly an illegitimate daughter from his affair?

Theories may be removed if ...

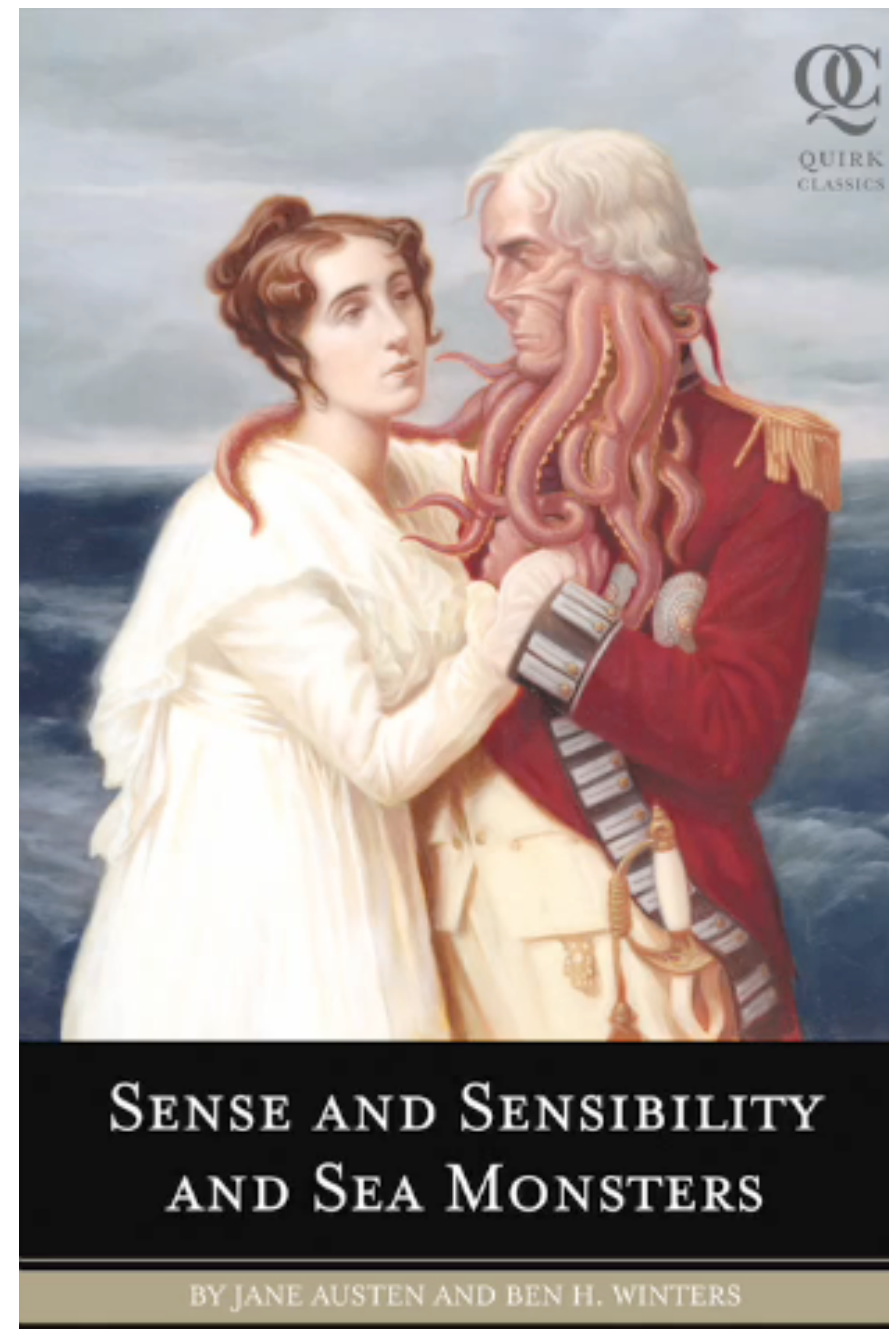
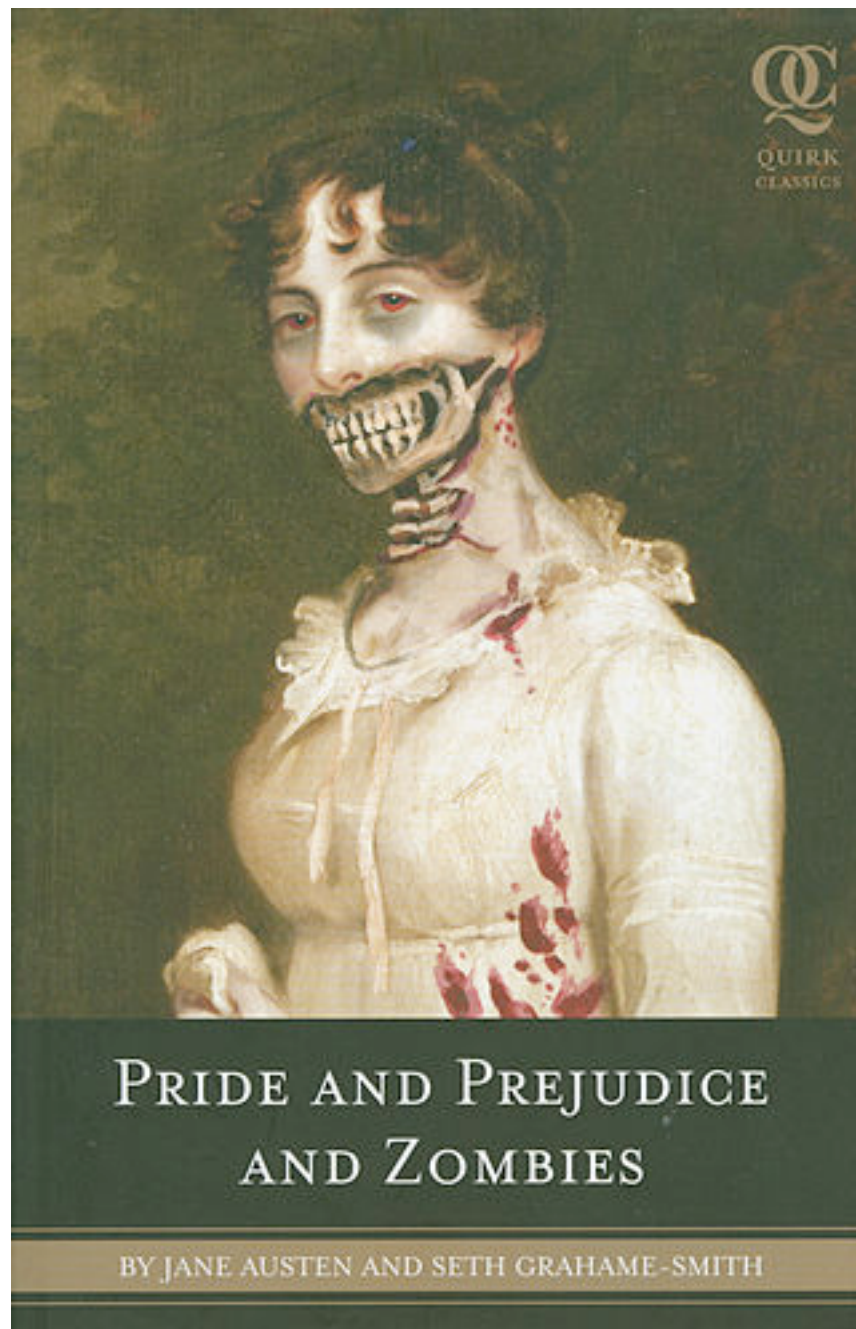
1. Stated as questions or possibilities (avoid question marks, "Maybe", "I think", etc).
2. More appropriate for another article.
3. Illogical or previously disproven.
4. Proven by [canon](#) source, and moved to main article.
5. Speculative and lacking any evidence to support arguments.



Starwars Holocron

- 55,000 entries including
- over 19,000 characters,
 - 2,900 species,
 - 5,300 worlds,
 - 2,100 different types of vehicles

Multiplicity = Multiple versions



Immersion = Dive in



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The Office Dunder Mifflin Paper (Box)

Price
\$74.98

Qty

[ADD TO CART](#)

Are you, or someone you know so obsessed with "The Office," that you'd buy an actual box of Dunder Mifflin brand copy paper? Yes, yes you are! Office fans can purchase either cartons or reams (500 sheets per ream, 10 reams per carton) of Dunder Mifflin brand copy paper (bright white), which works well in copiers, inkjet or laser printers. Turn your business or home office into "The Office" with a box of Dunder Mifflin Paper!



The Office Dunder Mifflin Paper (Ream)

Price
\$9.98

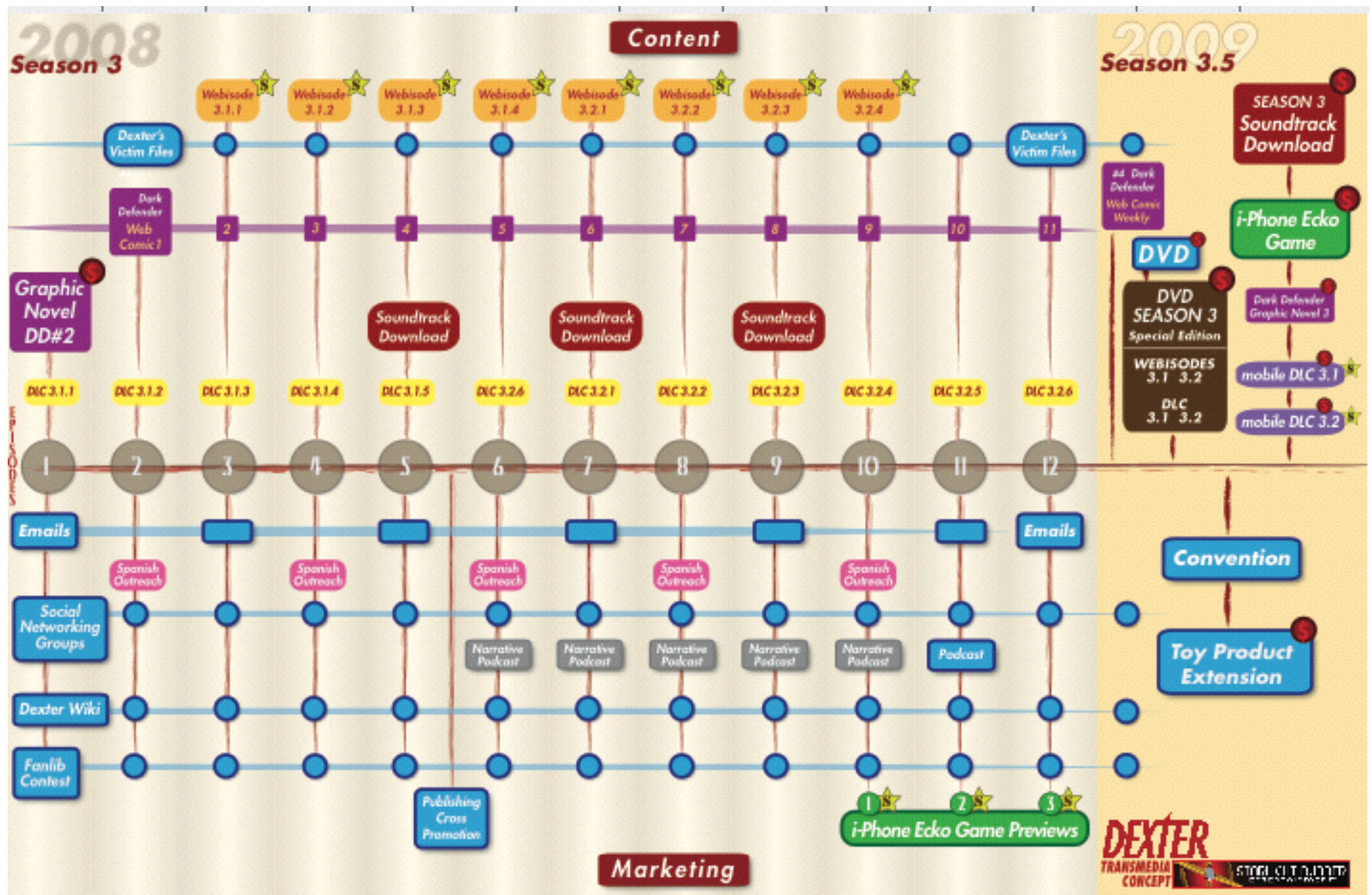
Qty

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Seriality = tell story over time





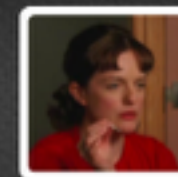
Performance = Engagement



Don Draper

@don_draper

Creative Director and Partner of Sterling Cooper Draper Pryce.
sterlingcooperadvertising.com



BadPeggyOlson

@BadPeggyOlson

I'm not blindingly earnest on the inside. You simply couldn't hear my
thoughts. Until now.
Madison Avenue, 1963

WHAT DOES IT MEAN?

Meet Fitz



The motive



The enemy





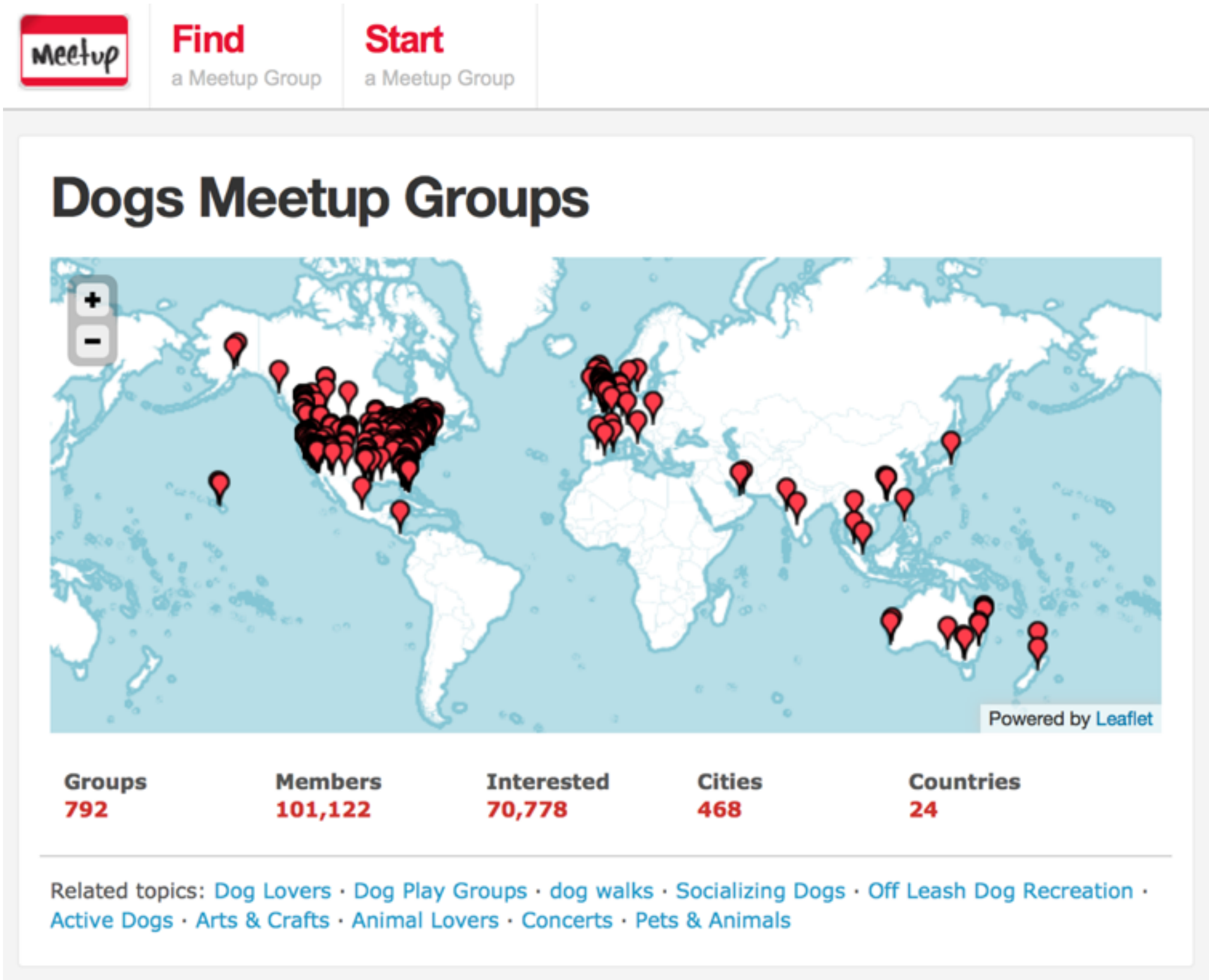
Expanding the world



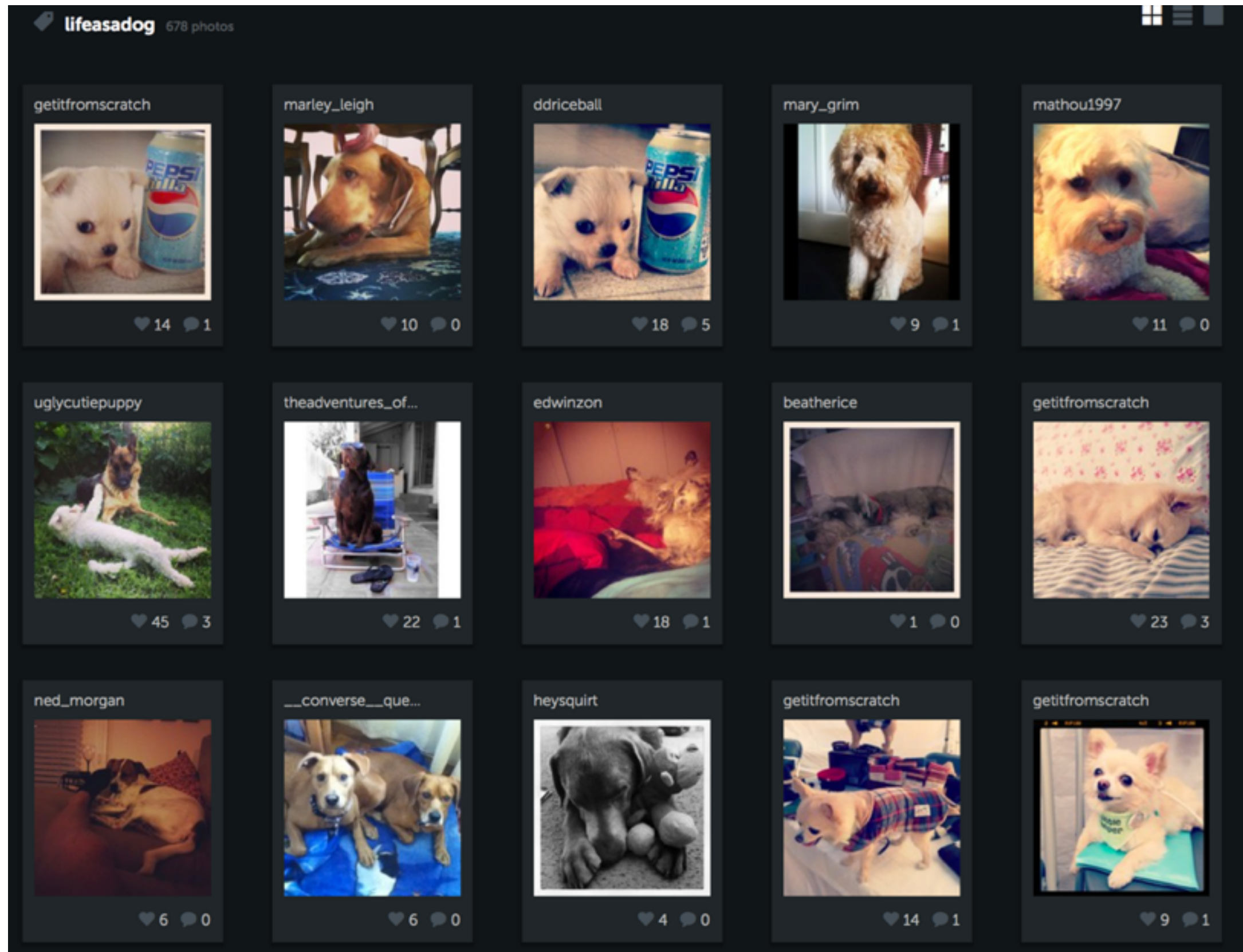
The extractability



The performance (engagement)



The performance (engagement)



THERE ARE MORE STORIES

Let them tell more stories!



Make them an offer!



BE THE STORY INSTIGATOR



@rachel_spray and I are so excited to have this beautiful glacier park wedding featured on @snippetandink today! Thanks so much guys!! Check out the post through the link in their profile!

2:15 pm 4/3/2014

📍 Somewhere...



jeremiah_photo

Jeremiah & Rachel Photography



snippetandink, rachel_spray



montana

wedding

glacier

contax645

portra

filmisnotdead

kodak



96 Like

lovelolaphotos

gingl_kid

brittniwille

blissfullyilluminated

> VIEW ALL



3 Comments



jeremiah_photo

about an hour ago

#contax645 #portra #kodak #filmisnotdead #glacier #wedding #montana



orangephotographie

31 minutes ago

So awesome you guys!! Truly stunning images xoxo

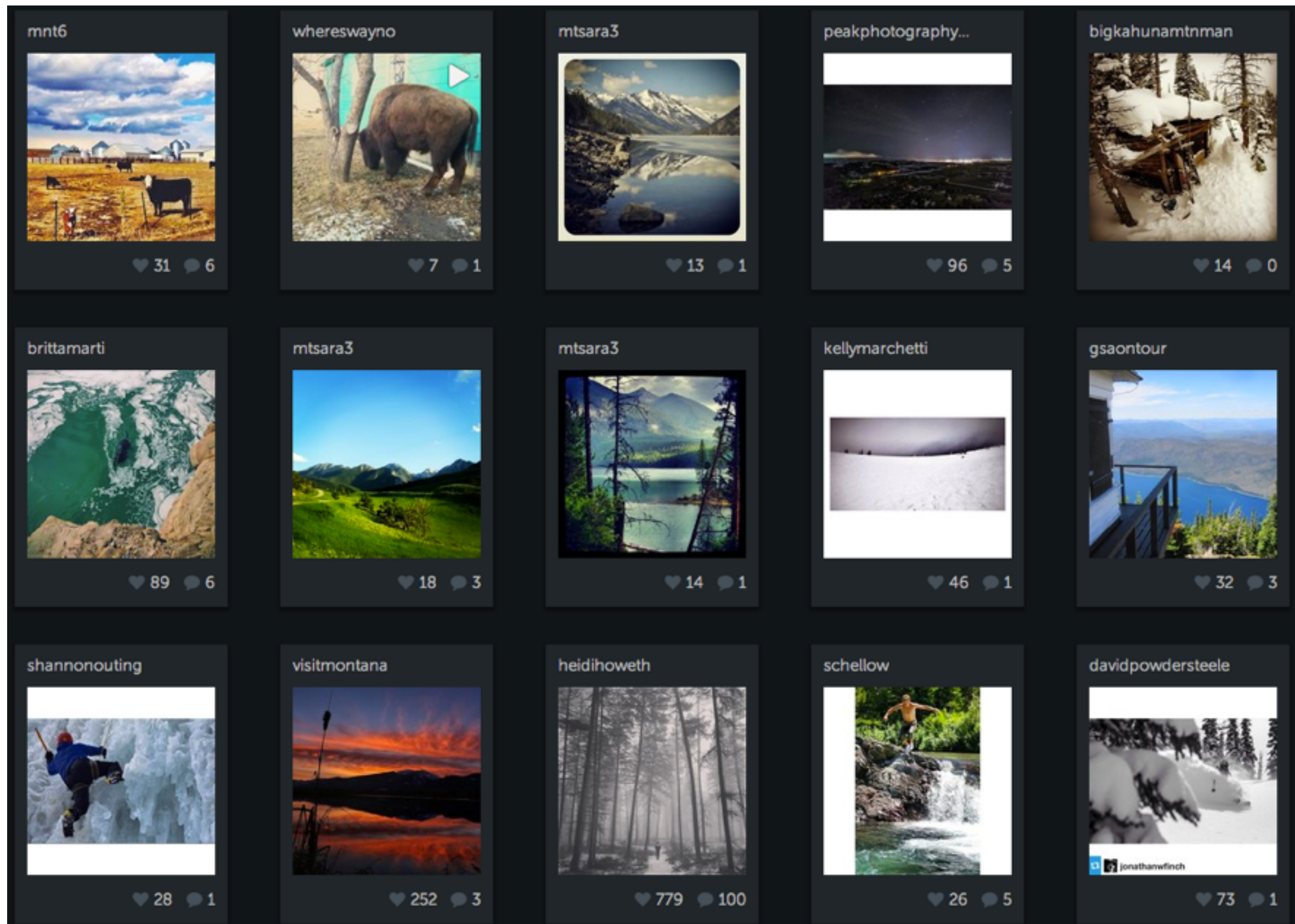


brittniwille

21 minutes ago



#Instagram



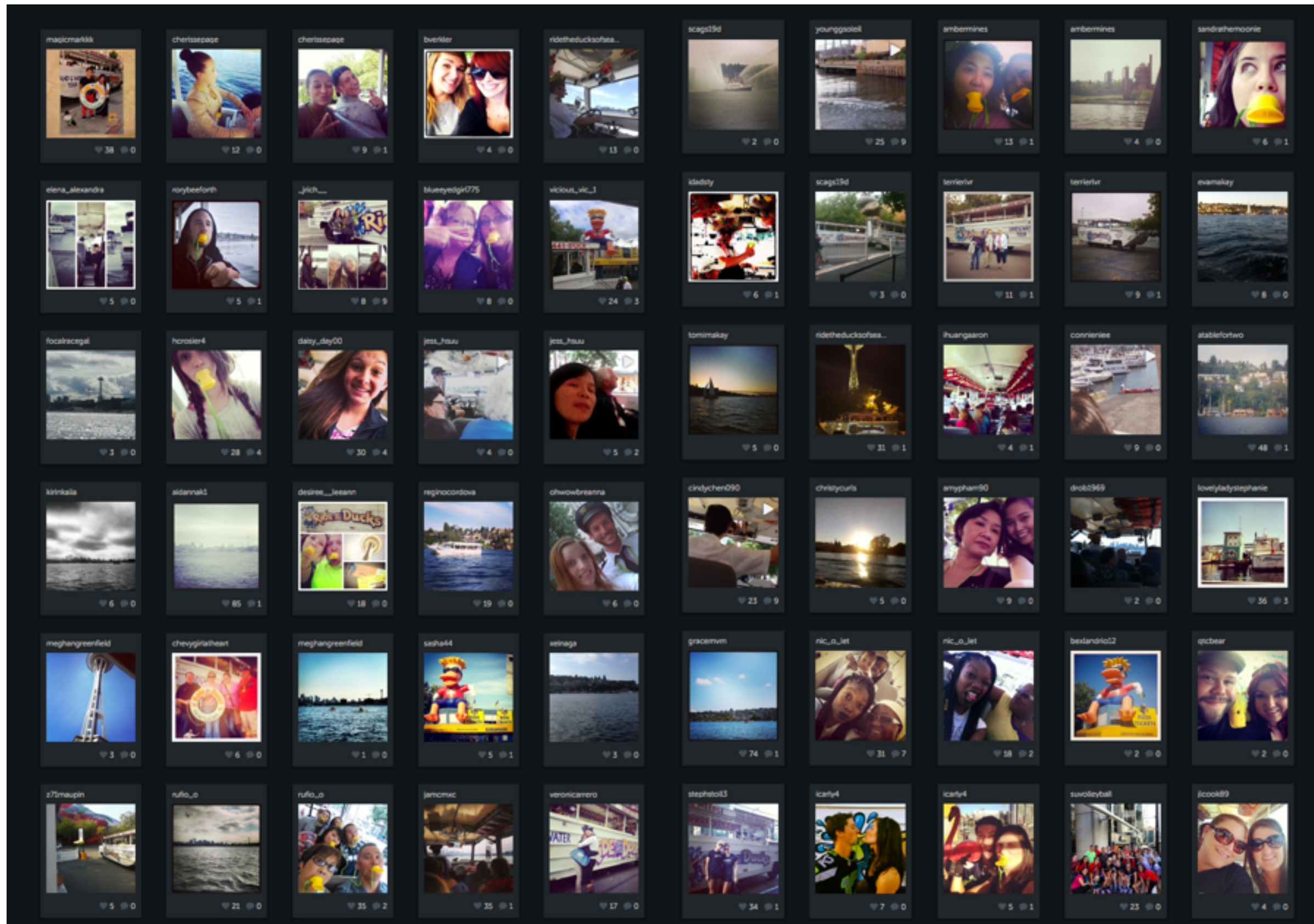
#onaduck



#onaduck



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Enter your preferences
What, where and when
- 2**
Find your Swede
All contacts are provided through our Partners
- **3**
Meet up in Sweden
The best part about your trip!

Where in Sweden?

Arrival 


Return 

What to do?

- ☒ Overnight Stay
- ☒ Tea/Coffee/Beer
- ☒ Homemade Meal
- ☒ Cultural Activity
- ☒ Sports Activity
- ☒ Restaurant Meal
- ☒ Shopping

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Have the audience in mind



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Guide book for Kokopelli's Trail

by radovan

Home Updates **7** Backers **74** Comments **1** Denver, CO Nonfiction

Funded! This project successfully raised its funding goal on January 17, 2013.

Kokopelli's Trail

142 miles

PLAY

74 backers

\$2,400
pledged of \$1,000 goal

0
seconds to go

Funding period
Dec 18, 2012 - Jan 17, 2013 (30 days)

Project by
radovan
Denver, CO
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First created · 2 backed

Has not connected Facebook

Website: [2pedal.com](#)

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My goal is to make a mountain bike guide book that is functional, beautiful, and goes far beyond the quality one expects.

TELL GREAT STORIES!

INSTIGATE!

MAKE OFFERS!

Thank you!

Kat Reese

Sparkloft Media

kat@sparkloftmedia.com

Backup

Transmedia Storytelling Principles

Seven Core Concepts of Transmedia Storytelling

Source: *Revenge of the Oragami Unicorn: Seven Core Concepts of Transmedia Storytelling*, Henry Jenkins

Spreadability vs. Drillability

The ability and degree to which content is shareable and the motivating factors for a person to share that content VS the ability for a person to explore, in-depth, a deep well of narrative extensions when they stumble upon a fiction that truly captures their attention.

Continuity vs. Multiplicity

Some transmedia franchises foster an ongoing coherence to a canon in order to ensure maximum plausibility among all extensions. Others routinely use alternate versions of characters or parallel universe version of their stories to reward mastery over the source material.

Immersion vs. Extractability

In immersion, the consumer enters into the world of the story (e.g. theme parks), while in extractability, the fan takes aspects of the story away with them as resources they deploy in the spaces of their everyday life (e.g. items from the gift shop).

Worldbuilding

Transmedia extensions, often not central to the core narrative, that give a richer depiction of the world in which the narrative plays out. Franchises can exploit both real-world and digital experiences. These extensions often lead to fan behaviors of capturing and cataloging the many disparate elements.



HENRY JENKINS

Seriality

Transmedia storytelling has taken the notion of breaking up a narrative arc into multiple discrete chunks or installments within a single medium and instead has spread those disparate ideas or story chunks across multiple media systems.

Subjectivity

Transmedia extensions often explore the central narrative through new eyes; such as secondary characters or third parties. This diversity of perspective often leads fans to more greatly consider who is speaking and who they are speaking for.

Performance

The ability of transmedia extensions to lead to fan produced performances that can become part of the transmedia narrative itself. Some performances are invited by the creator while others are not; fans actively search for sites of potential performance.

BUD CADDELL

WHATCONSUMESME.COM